

BTEP & Partners' News Flash

ADHS BTEP Marketing Team Wins Award for Last Year's Cessation Campaign

The Arizona Department of Health Services Bureau of Tobacco Education and Prevention's Marketing Team has learned that the Nick, Jamie and Hector cessation campaign will be recognized and awarded an International Association of Business Communicators (IABC) Gold Quill Award of Merit. The IABC Gold Quill competition is an international competition where entries are judged for the entire communications plan and the evaluation of results. The "We Can Help" Campaign as we have been calling it around ADHS BTEP, was created to generate awareness that if a person wants to quit smoking in Arizona, help is available. Each commercial gave the viewer a glimpse into the struggle to quit and updated the viewer as to the progress being made. Each commercial included the message that help is available and ended with the ASHLine telephone number as the call to action.

"We did our homework," Mary Ehlert, MS, ABC, Marketing Director for ADHS BTEP said. "For the Gold Quill competition my IABC accredited marketing and communication peers from around the world judge the entries based on the research utilized to produce the campaign, the evaluation of the

2008
Gold Quill
Awards



outcomes, and the things we learned along the way. I knew the "We Can Help" Campaign would be a contender because evaluation showed huge numbers in aided and unaided awareness. We got the message across that help is available and that was our number one goal."

Wayne Tormala, ADHS BTEP Bureau Chief explains, "The ads gained a lot of attention which was critical at a time when many tobacco users in Arizona were agitated about the new smoke-free policies. In addition to providing a continuous information feed about both the challenges of quitting and the opportunities for help, the ads helped fill the void in

public attention that often occurs in the aftermath of a successful campaign."



ADHS BTEP recognized as Team of the Year at the ADHS annual employee recognition ceremony



BTEP Team, left to right: Jeanette Shea-Ramirez, Susan Briody, Ben Palmer, Anne Payne, Byron Homer, Gowri Shetty, Claudia Sloan, Gita Bewtra, Wayne Tormala, Belen Silva, Robbi Traver, Danae Dobbs, Todd Pearce, (Mary Ehlert, Verna Johnson and Karen Boswell not pictured)

On Valentine's Day ADHS BTEP had been named the Prevention Services Team of the Year for the Division's Semi-Annual designation. On April 8, 2008, the ADHS BTEP was recognized at the ADHS annual employee recognition ceremony with the Team of the Year Award for the year of 2007. ADHS Assistant Director Jeanette Shea Ramirez presented the award and cited ADHS BTEP's new direction, new leadership and positive team attitude as reasons the team was chosen for the honor.

Programs Update

Over the past several weeks and the weeks to come ADHS BTEP has been meeting with Partners to discuss the contracting process and each Partners role in the overall tobacco control strategies as we move forward. Overall, the meetings have been very productive and brought about good discussions and questions. ADHS BTEP is in the initial process of co-creating the scopes of work with those Partners contracted via an intergovernmental agreement and over the next few weeks will continue discussions on how the overall strategies fit into each community. Partners need to submit their initial proposals in two weeks to ensure the process is fluid and moving in a timely fashion. All proposals should be sent to Todd Pearce no later than April 25, 2008. ADHS BTEP is committed to working with each Partner to tailor the approaches to what is the best fit in each community. One size does NOT fit all, so moving forward ADHS BTEP will be in continued dialogue as we sculpt the future of tobacco control in Arizona together.

The strategic plan is now available online at www.betobaccofree.org.

Questions about the Implementation of the Strategic Plan...?

Email or call Bureau Chief Wayne Tormala at tormalw@azdhs.gov, 602-364-0824

the RFGA process...?

Email or call Operations Director Karen Boswell at boswelk@azdhs.gov, 602-364-0832



Bureau of Tobacco Education and Prevention

be tobacco free

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